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Ontario's Business and Conventions Market, 2001

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Ontario

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Highlights

- Of Ontario's 103.8 million visitors in 2001, 9.5 million or 9% travelled for the primary purpose of business. 1.3 million, or 1%, travelled to Ontario for a business convention.
- The expenditures of business visitors accounted for 23% of the total spending by total visitors in Ontario in 2001. Business convention visitor spending represented 0.8% of total visitor spending in 2001.
- On average, business visitors stayed in Ontario for 1.3 nights in 2001. This was the same as total person visits.
- Business visitors travelled to Ontario throughout the year in 2001. Business visitors tend to have more visits occurring in the spring and fall compared to total visitors.
- Nearly all business visitors (98%) travelled in parties of adults only. Average party sizes ranged from 1.1 to 1.4 depending on the origin of the visitor.
- 88% of the overnight business visitors stayed in hotels, motels or other commercial roofed accommodation while in Ontario, compared to 38% of total overnight visitors in 2001.
- Business visitors participated in fewer activities than total visitors to the province in 2001, business convention visitors participated in more activities (1.9 activities per person visit) compared to total business visitors (0.9 activities per person visit).

Points Saillants

- Sur les 103,8 millions de visiteurs venus en Ontario en 2001, 9,5 millions, ou 9 % sont venus essentiellement pour des raisons d'affaires. 1,3 million, ou 1 %, sont venus en Ontario dans le cadre d'un congrès d'affaires.
- Les dépenses des gens en visite d'affaire comptaient pour 23 % du total des dépenses de tous les visiteurs en Ontario en 2001. Les dépenses des visiteurs participant à des congrès d'affaires représentaient 0,8 % de toutes les dépenses des visiteurs en 2001.
- En moyenne les gens en visite d'affaire en Ontario y ont passé 1,3 nuits en 2001. Ce chiffre est identique au total des visites-personnes.
- Les gens d'affaires ont voyagé en Ontario tout au long de l'année en 2001. Les gens d'affaires ont tendance à venir surtout au printemps et à l'automne comparativement à la totalité des visiteurs.
- Presque tous les gens d'affaires (98%) voyageaient en groupes d'adultes seulement. La taille moyenne des groupes allait de 1,1 à 1,4 selon le lieu d'origine du visiteur.
- 88 % des gens en visite d'affaire en Ontario pendant plus de 24 heures ont séjourné dans des hôtels, motels ou autres lieux d'hébergement commerciaux couverts, comparativement à 38 % de la totalité des visiteurs de plus de 24 heures en 2001.
- Les gens en visite d'affaire ont pris part à moins d'activités que la totalité des visiteurs dans la province en 2001. Les visiteurs venus assister à des congrès d'affaires ont pris part à plus d'activités (1,9 activité par visite-personne) comparativement au total des gens en visite d'affaire (0,9 activité par visite-personne).

Introduction

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism and Recreation (MTR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2001, an average of 14,660 Canadian households -- including 4,335 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents was around 86%.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

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The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 23,247 completed questionnaires by US residents (out of 41,218 usable questionnaires of US visitors to Canada) and 7,221 completed questionnaires by overseas visitors (out of 15,079 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S BUSINESS TRAVEL MARKET, 2001

How many business travellers visited Ontario and where did they come from?

Of Ontario's 103.8 million visitors in 2001, 9.5 million or 9% travelled for the primary purpose of business.

- Over three-quarters (76%) of business visitors were Canadian.
- Ontario residents accounted for 86% of Canadian business visitors, and 66% of total business visitors.
- 7% of U.S. and 17% of overseas visitors travelled to Ontario for the primary purpose of business.
- 40% of business travellers stayed for one or more nights in the province.

Table 1: Total Person Visits and Total Overnight Person Visits in Ontario, 2001

Origin	Business Visitors (000s)	% Share	Total Visitors (000s)	% Share	Incidence *	Overnight Business Visitors (000s)	% Share	Overnight Visitors (000s)	% Share	Incidence *
TOTAL	9,534	100%	103,820	100%	9%	3,835	100%	39,284	100%	10%
Canada	7,258	76%	73,540	71%	10%	2,532	66%	29,610	75%	9%
Ontario	6,256	66%	69,351	67%	9%	1,696	44%	26,144	67%	6%
Quebec	469	5%	2,324	2%	20%	323	8%	1,675	4%	19%
Manitoba	99	1%	539	1%	18%	79	2%	470	1%	17%
Western Canada	287	3%	857	1%	33%	287	7%	851	2%	34%
Atlantic Canada	147	2%	470	0%	31%	147	4%	469	1%	31%
USA	1,920	20%	28,134	27%	7%	1,000	26%	7,879	20%	13%
New York	268	3%	8,978	9%	3%	89	2%	1,476	4%	6%
Michigan	653	7%	11,010	11%	6%	114	3%	1,742	4%	7%
Pennsylvania	78	1%	933	1%	8%	59	2%	491	1%	12%
Minnesota	37	0%	722	1%	5%	22	1%	307	1%	7%
Ohio	101	1%	1,415	1%	7%	55	1%	699	2%	8%
Illinois	62	1%	513	0%	12%	50	1%	354	1%	14%
Wisconsin	42	0%	370	0%	11%	31	1%	276	1%	11%
Other USA	677	7%	4,193	4%	16%	580	15%	2,535	6%	23%
Overseas	356	4%	2,146	2%	17%	303	8%	1,795	5%	17%
UK	50	1%	456	0%	11%	45	1%	407	1%	11%
France	17	0%	171	0%	10%	14	0%	143	0%	10%
Germany	28	0%	164	0%	17%	23	1%	121	0%	19%
Japan	29	0%	195	0%	15%	27	1%	160	0%	17%
Other Europe	74	1%	394	0%	19%	55	1%	323	1%	17%
Other Asia	80	1%	395	0%	20%	71	2%	322	1%	22%

*Incidence refers to the percentage of total overnight visitors that travelled to Ontario for the main purpose of business.

ONTARIO'S BUSINESS TRAVEL MARKET, 2001

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Of Ontario's 103.8 million visitors in 2001, 9.5 million or 9% travelled for the primary purpose of business.

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Canada	7,258	76%	73,540	71%	10%	2,532	66%	29,610	75%	9%
Ontario	6,256	66%	69,351	67%	9%	1,696	44%	26,144	67%	6%
Quebec	469	5%	2,324	2%	20%	323	8%	1,675	4%	19%
Manitoba	99	1%	539	1%	18%	79	2%	470	1%	17%
Western Canada	287	3%	857	1%	33%	287	7%	851	2%	34%
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USA	1,920	20%	28,134	27%	7%	1,000	26%	7,879	20%	13%
New York	268	3%	8,978	9%	3%	89	2%	1,476	4%	6%
Michigan	653	7%	11,010	11%	6%	114	3%	1,742	4%	7%
Pennsylvania	78	1%	933	1%	8%	59	2%	491	1%	12%
Minnesota	37	0%	722	1%	5%	22	1%	307	1%	7%
Ohio	101	1%	1,415	1%	7%	55	1%	699	2%	8%
Illinois	62	1%	513	0%	12%	50	1%	354	1%	14%
Wisconsin	42	0%	370	0%	11%	31	1%	276	1%	11%
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France	17	0%	171	0%	10%	14	0%	143	0%	10%
Germany	28	0%	164	0%	17%	23	1%	121	0%	19%
Japan	29	0%	195	0%	15%	27	1%	160	0%	17%
Other Europe	74	1%	394	0%	19%	55	1%	323	1%	17%
Other Asia	80	1%	395	0%	20%	71	2%	322	1%	22%

*Incidence refers to the percentage of total overnight visitors that travelled to Ontario for the main purpose of business.

How long did they stay in Ontario?

On average, there was no difference in the length of stay of overnight business visitors and total overnight visitors, with both groups staying in the province for an average of 1.3 nights.

- Overnight business visitors from overseas countries stayed the longest, followed by Americans and Canadians.
- 60% of total business visitors were same day visitors.
- 33% of business visitors stayed in the province for 1 to 4 nights, while 7% stayed in the province for 5 or more nights.
- Only 15% of overseas business visitors were on a same day trip, indicating that the further away a visitor comes from, the longer they stay in the province.

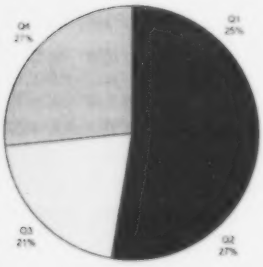
Table 2: Person Nights in Ontario, 2001

Origin	Business Visitor Nights (000s)	% Share	Total Visitor Nights (000s)	% Share	Incidence	Average Length of Stay (nights)	
						Business	Total
TOTAL	12,451	100%	134,443	100%	9%	1.3	1.3
CANADA	7,253	58%	88,365	66%	8%	1.0	1.2
Ontario	4,066	33%	71,723	53%	6%	0.6	1.0
Quebec	783	6%	5,091	4%	15%	1.7	2.2
Manitoba	272	2%	1,909	1%	14%	2.7	3.5
Western Canada	1,638	13%	6,590	5%	25%	5.7	7.7
Atlantic Canada	495	4%	3053	2%	16%	3.4	6.5
USA	2,880	23%	27,119	20%	11%	1.5	1.0
New York	210	2%	4,403	3%	5%	0.8	0.5
Michigan	248	2%	4,304	3%	6%	0.4	0.4
Pennsylvania	164	1%	1,837	1%	9%	2.1	2.0
Minnesota	68	1%	1,139	1%	6%	1.8	1.6
Ohio	162	1%	2,229	2%	7%	1.6	1.6
Illinois	146	1%	1,416	1%	10%	2.4	2.8
Wisconsin	95	1%	1,254	1%	8%	2.3	3.4
Other USA	1,787	14%	10,538	8%	17%	2.6	2.5
OVERSEAS	2,318	19%	18,959	14%	12%	6.5	8.8
UK	261	2%	3,778	3%	7%	5.2	8.3
France	100	1%	937	1%	11%	5.9	5.5
Germany	140	1%	1,149	1%	12%	5.0	7.0
Japan	111	1%	829	1%	13%	3.8	4.3
All Other	1,706	14%	12,266	9%	14%	7.4	10.6

When did they visit Ontario?

Business visitors travel to the province throughout the year and tend to have more visits occurring in the spring and fall compared to total visitors.

Quarter Trip Ended
Total Business Visitors, 2001



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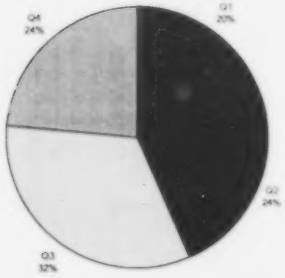

- Compared to total visitors, business visitors travel throughout the year with 27% of visits occurring in the spring and 27% in the fall.
- 25% of business visits occurred during the winter, compared to 20% of total visitors.
- Only 21% of business visits occurred during the summer months, compared to 32% of total visitors.

Table 3: Business Visits in Ontario by Calendar Quarter, 2001

	Q1	Q2	Q3	Q4
Total (000)	2,360	2,634	1,991	2,549
CANADA (000)	1,819	1,897	1,450	2,093
Share (%)	*77%*	*72%*	*73%*	*82%*
Ontario	1,551	1,628	1,300	1,777
Share (%)	*66%*	*62%*	*65%*	*70%*
USA (000)	455	618	457	390
Share (%)	*19%*	*23%*	*23%*	*15%*
Border States	298	411	292	241
Share (%)	*13%*	*16%*	*15%*	*9%*
OVERSEAS (000)	86	119	84	66
Share (%)	*4%*	*5%*	*4%*	*3%*
UK	12	15	13	9
Share (%)	*1%*	*1%*	*1%*	*0%*
France	4	5	3	5
Share (%)	*	*	*	*
Germany	6	9	7	5
Share (%)	*	*	*	*
Japan	5	14	6	5
Share (%)	*	*1%*	*	*

* less than 1%

How long did they stay in Ontario?

On average, there was no difference in the length of stay of overnight business visitors and total overnight visitors, with both groups staying in the province for an average of 1.3 nights.

- Overnight business visitors from overseas countries stayed the longest, followed by Americans and Canadians.
- 60% of total business visitors were same day visitors.
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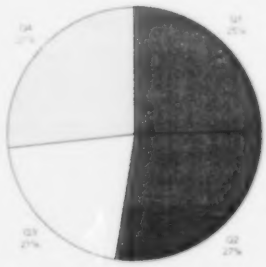

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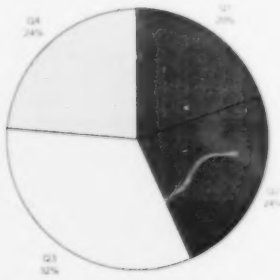

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UK	12	15	13	9
Share (%)	*1%*	*1%*	*1%*	*0%*
France	4	5	3	5
Share (%)	*	*	*	*
Germany	6	9	7	5
Share (%)	*	*	*	*
Japan	5	14	6	5
Share (%)	*	*1%*	*	*

* less than 1%

How big were their travel parties?
Who were in their travel parties?

Nearly all business visitors (98%) travelled in parties of adults only. Average party sizes ranged from 1.1 to 1.4 depending on the origin of the visitor.

- Canadian business visitors had the smallest average party size (1.1), while business visitors from the USA had the largest (1.4).
- Business visitors from U.S. border states had the lowest occurrence of traveling in groups of adults only (77%), while visitors from overseas countries had the highest (99%).

Table 5: Business Party Visits
Average Size and Composition, 2001

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.1	98%	2%
Ontario	1.1	98%	2%
USA	1.4	98%	2%
Border States	1.4	97%	3%
Overseas	1.3	99%	1%

Table 6: Business Visitors
Percent Party Size (Adults Only), 2001

Origin	1 adult	2 adults	3 or more adults
TOTAL	92%	7%	1%
CANADA	94%	5%	*
Ontario	94%	5%	1%
USA	76%	17%	7%
Border States	71%	19%	7%
OVERSEAS	81%	14%	5%

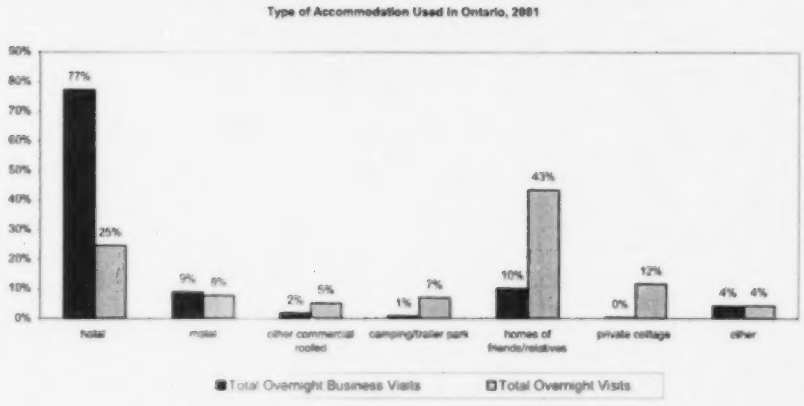
* less than 1%

- Business visitors from Canada had the highest incidence (94%) of travelling alone in Ontario, followed by visitors from overseas countries (81%).
- Business visitors from the U.S. border states had the highest frequency of travelling in groups of two in 2001 (19%).
- Business visitors from the U.S. had the highest incidence of travelling in parties of three or more people (7%).

Where did they stay in Ontario?

88% of overnight business visitors stayed in hotels, motels or other roofed commercial accommodations while in Ontario, compared to 38% of total overnight visitors in 2001.

- Business visitors had a much higher tendency to stay in roofed commercial accommodation, compared to total overnight visitors. For instance, 77% of business visitors stayed in hotels, while 25% of total visitors did so in 2001.



- 10% of business visitors stayed at homes of friends or relatives while in the province in 2001, compared to 43% of total overnight visitors.
- 12% of Canadian business visitors and 12% of overseas business visitors stayed with friends and relatives while in Ontario in 2001.
- Business visitors from the U.S. had the highest incidence of staying at motels (11%) while in the province.

Table 7: Overnight Business Visitors Accommodation Use by Person Nights and Origin, 2001

Type of Accommodation	Canada	% Share	USA	% Share	Overseas	% Share
Hotel	1,929	76%	807	81%	229	76%
Motel	208	8%	114	11%	18	6%
Other Roofed Commercial**	61	2%	4	*	3	1%
Camping/Trailer Park	25	1%	5	1%	0	*
Homes of Friends/Relatives	308	12%	46	5%	37	12%
Private Cottage	13	1%	1	*	1	*
Other	59	2%	69	7%	35	12%

* less than 1%
** other roofed commercial includes commercial cottages and cabins, bed and breakfasts, lodges

How big were their travel parties?
Who were in their travel parties?

Nearly all business visitors (98%) travelled in parties of adults only. Average party sizes ranged from 1.1 to 1.4 depending on the origin of the visitor.

- Canadian business visitors had the smallest average party size (1.1), while business visitors from the USA had the largest (1.4).
- Business visitors from U.S. border states had the lowest occurrence of traveling in groups of adults only (77%), while visitors from overseas countries had the highest (99%).

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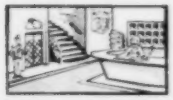

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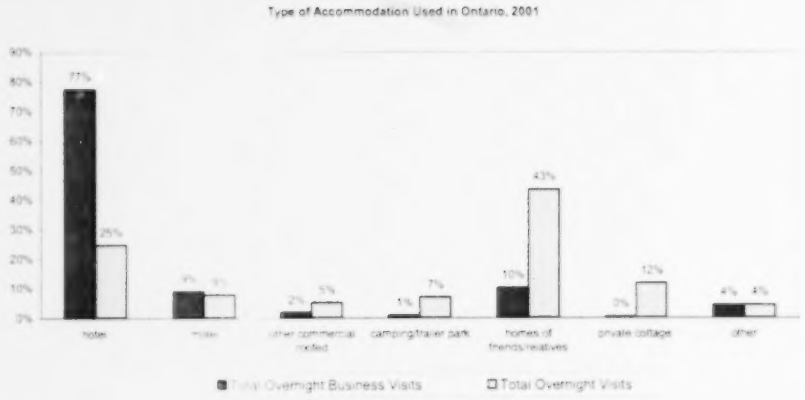

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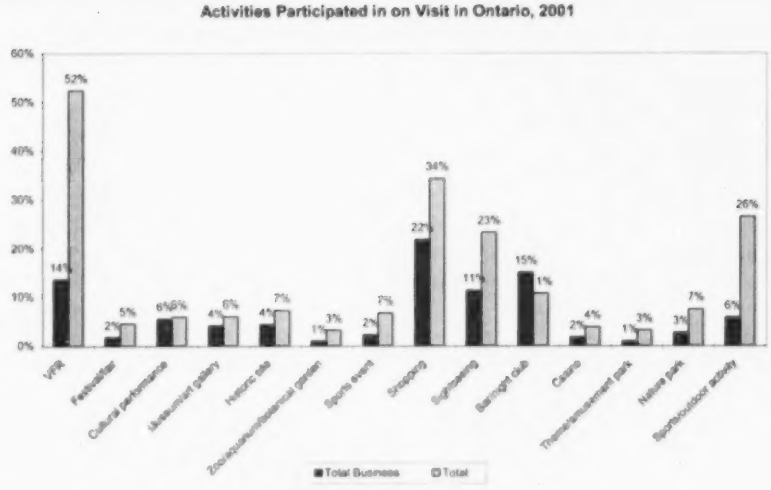
Other	59	2%	69	7%	35	12%

* less than 1%
** other rooted commercial includes commercial cottages and cabins, bed and breakfasts, lodges

What activities did they participate in?

Business visitors participated in fewer activities than total visitors to the province in 2001.

- Top activities for business visitors in Ontario were shopping (22% participation) and going to bars or nightclubs (15%).
- As with most visitors to the province, other popular activities for business visitors were visiting friends and relatives (VFR) (14%) and sightseeing (11%).



- Business visitors were less active than total visitors, participating in an average of 0.9 versus 2.0 activities per person visit.
- Business visitors from overseas were the most active, partaking in an average of 3.3 activities per person visits, compared to 1.8 activities for Americans and 0.7 activities for Canadians.
- Business visitors from overseas likely participated in more activities due to a longer average length of stay in the province and possibly combining a pleasure trip with their business trip.

Table 8: Business Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2001

Activity	Canada	Ontario	USA	Overseas
VFR	13%	11%	14%	29%
Festival/fair	1%	1%	5%	7%
Cultural performance	5%	5%	8%	12%
Museum/art gallery	2%	1%	11%	28%
Historic site	2%	1%	14%	25%
Zoo/aquarium/botanical garden	0%	0%	3%	7%
Sports event	2%	1%	5%	7%
Shopping	16%	15%	41%	71%
Sightseeing	6%	4%	30%	61%
Bar/night club	12%	11%	30%	34%
Casino	1%	1%	3%	4%
Theme/amusement park	0%	0%	1%	10%
Nature park	1%	0%	8%	24%
Sports/outdoor activity	5%	5%	9%	11%

Which Ontario regions* did they visit?

Nearly half (45%) of Ontario's business visitors travelled to Toronto and area in 2001.

- Toronto and Area was the top destination for business visitors (45%), compared to 22% of total visitors.
- Considering that Toronto is known as the financial and business capital of Canada, it is not surprising that business travellers need to visit the area.
- Business visitors also travelled to Ottawa (9%), Southwestern (9%) and South-Central Ontario (9%).

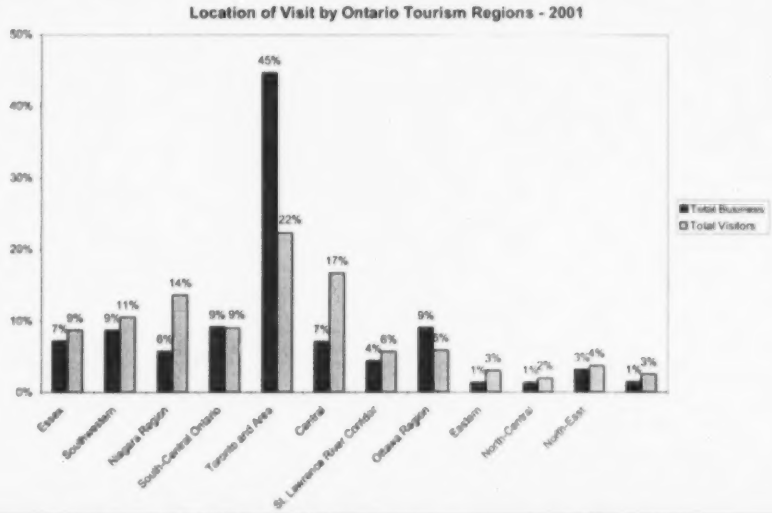


TABLE 10: Business Visitors in Ontario, 2001

Region Visited	Percent of Business Visitors, by Origin, Visiting each Ontario Travel Region*				
	Canada	Ontario	USA	Border States	Overseas
Essex	3%	4%	23%	33%	1%
Southwestern	9%	10%	7%	9%	4%
Niagara Region	3%	4%	13%	14%	17%
South-Central Ontario	10%	11%	6%	6%	9%
Toronto and Area	43%	41%	45%	33%	75%
Central	9%	10%	3%	2%	3%
St. Lawrence River Corridor	5%	5%	4%	4%	3%
Ottawa Region	10%	7%	5%	2%	20%
Eastern	2%	2%	1%	1%	1%
North-Central	2%	2%	0%	0%	0%
North-East	4%	4%	1%	2%	1%
North-West	2%	2%	0%	2%	0%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

- Toronto and Area was the most popular region among business visitors regardless of origin, and especially popular with overseas visitors with 75% visiting the region.

* Please see page 20 for a map of Ontario's Travel Regions.

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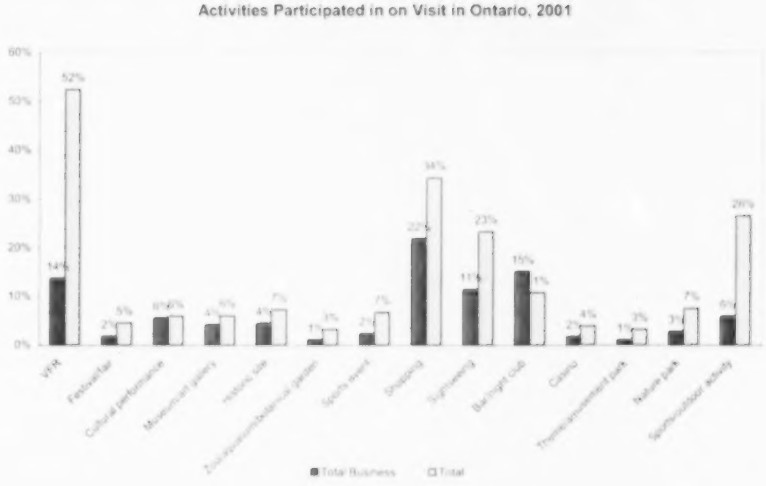

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Sports event	2%	1%	5%	7%
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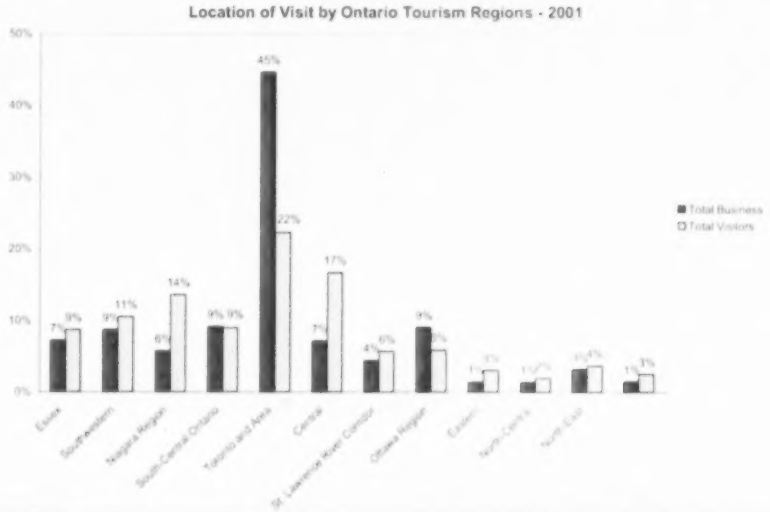

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Central	9%	10%	3%	2%	3%
St. Lawrence River Corridor	5%	5%	4%	4%	3%
Ottawa Region	10%	7%	5%	2%	20%
Eastern	2%	2%	1%	1%	1%
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How much money did they spend in Ontario?

Expenditures of business visitors accounted for 23% of total spending by visitors in Ontario in 2001.

- Business visitors spent $3.6 billion in the province in 2001.
- Canadians accounted for 55% of total spending by business visitors, Americans for 31%, and overseas visitors for 14%.
- Total average spending per person visit was $381, per party visit was $440 and per party night was $353.
- Ontarians had the lowest average spending per person visit ($219) and overseas visitors had the highest ($1,950).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 on the following page provides a comparison of spending with the cost of transportation removed.

Table 11: Business Visitors
Total Spending by Origin, 2001

Origin	Total Spending (000)	Share (%)
TOTAL	$3,628,870	100%
CANADA	$1,980,045	55%
Ontario	$1,370,193	38%
Quebec	$208,591	6%
USA	$1,122,241	31%
Border States	$380,970	10%
Michigan	$72,508	2%
New York	$99,831	3%
Ohio	$47,973	1%
Pennsylvania	$56,222	2%
Illinois	$49,713	1%
Minnesota	$28,667	1%
Wisconsin	$26,057	1%
OVERSEAS	$526,584	15%
UK	$89,053	2%
Japan	$41,237	1%
France	$19,281	1%
Germany	$45,307	1%

Table 12: Business Visitors
Average Expenditures in Ontario, 2001

	Average Per Person	Average Per Party	Average Per Party Night
TOTAL	$381	$440	$353
CANADA	$273	$300	$307
Ontario	$219	$242	$385
USA	$585	$810	$571
Border States	$307	$425	$533
OVERSEAS	$1,479	$1,950	$283
UK	$1,781	n/a	$457
France	$1,134	n/a	$207
Germany	$1,618	n/a	$371
Japan	$1,422	n/a	$497

n/a - not available

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Business visitors from the UK had the highest average spending per person visit on accommodation, food and beverage and recreation and entertainment. Visitors from Japan had the highest average spending on retail.

Table 13: How Business Visitors Spent their Non-Transport Budget in Ontario by Origin, 2001

Item of Expenditure	Origin of Business Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by business visitors, excluding transport related expenditures ($000s)	$1,272,748	$778,613	$683,523	$260,910	$291,360	$38,336	$17,720	$18,616
Spending excluding transportation as a % of total spending in Ontario by business visitors	64%	57%	61%	68%	55%	43%	39%	45%
Average Spending								
Per Person Visit	$175	$124	$356	$210	$818	$767	$633	$1,422
Per Person Night	$175	$191	$237	$239	$126	$147	$127	$168
Per Party Night	$197	$219	$347	$365	$156	$197	$213	$224
Accommodation ($000s)	$600,819	$299,809	$370,828	$124,610	$153,168	$22,407	$9,899	$10,850
Spending on accommodation as a % of total spending in Ontario by business visitors	30%	22%	33%	33%	29%	25%	22%	26%
Average Spending								
Per Person Visit	$83	$48	$193	$100	$430	$448	$354	$374
Per Person Night	$83	$74	$129	$114	$66	$86	$71	$98
Per Party Night	$93	$84	$189	$174	$82	$115	$119	$131
Food/Beverage ($000s)	$437,292	$294,135	$189,324	$81,329	$121,782	$8,900	$3,779	$3,767
Spending on food and beverage as a % of total spending in Ontario by business visitors	22%	21%	17%	21%	23%	10%	8%	9%
Average Spending								
Per Person Visit	$60	$47	$99	$65	$342	$178	$135	$130
Per Person Night	$60	$72	$66	$74	$53	$34	$27	$34
Per Party Night	$68	$83	$96	$114	$65	$46	$46	$45
Recreation/Entertainment ($000s)	$62,437	$45,101	$53,176	$24,221	$60,097	$2,210	$1,129	$702
Spending on recreation/ entertainment as a % of total spending in Ontario by business visitors	3%	3%	5%	6%	11%	2%	2%	2%
Average Spending								
Per Person Visit	$9	$7	$28	$20	$169	$44	$40	$24
Per Person Night	$9	$11	$18	$22	$26	$8	$8	$6
Per Party Night	$10	$13	$27	$34	$32	$11	$14	$8
Retail ($000s)	$172,200	$139,568	$70,194	$30,750	$162,190	$4,818	$2,914	$3,297
Spending on retail as a % of total spending in Ontario by business visitors	9%	10%	6%	8%	31%	5%	6%	8%
Average Spending								
Per Person Visit	$24	$22	$37	$25	$456	$96	$104	$114
Per Person Night	$24	$34	$24	$28	$70	$18	$21	$30
Per Party Night	$27	$39	$36	$43	$87	$25	$35	$40

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Spending on recreation/ entertainment as a % of total spending in Ontario by business visitors	3%	3%	5%	6%	11%	2%	2%	2%
Average Spending								
Per Person Visit	$9	$7	$28	$20	$169	$44	$40	$24
Per Person Night	$9	$11	$18	$22	$26	$8	$8	$6
Per Party Night	$10	$13	$27	$34	$32	$11	$14	$8
Retail ($000s)	$172,200	$139,568	$70,194	$30,750	$162,190	$4,818	$2,914	$3,297
Spending on retail as a % of total spending in Ontario by business visitors	9%	10%	6%	8%	31%	5%	6%	8%
Average Spending								
Per Person Visit	$24	$22	$37	$25	$456	$96	$104	$114
Per Person Night	$24	$34	$24	$28	$70	$18	$21	$30
Per Party Night	$27	$39	$36	$43	$87	$25	$35	$40

How did Ontario's international business visitors evaluate various aspects of their trip in Canada?

Overall, high ratings on services experienced while in Canada.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- U.S. overnight visitors in general rated transportation and accommodation services and variety of things to do and see as the same as in their own country. These visitors rated the hospitality of locals and the value for money as better than in the U.S.
- Overnight business visitors from the U.S. rated all aspects as better than in their own country.
- Overnight visitors from overseas countries rated all aspects as better than in their home countries, with the exception of value for money.
- Overnight business visitors from overseas countries rated the value for money in Canada as better or the same as their home countries. All other aspects were rated as better than in their home countries.

Table 14: Rating of Various Aspects of Trip in Canada 2001

Origin of Visitors	All Overnight Visitors		Overnight Business Visitors	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	46%	72%	60%	67%
Same	48%	21%	36%	27%
Not as good	6%	7%	4%	6%
Accommodation				
Better	40%	72%	60%	66%
Same	54%	26%	38%	32%
Not as good	6%	2%	2%	2%
Hospitality of local people				
Better	60%	79%	71%	73%
Same	37%	18%	27%	25%
Not as good	3%	2%	2%	2%
Value of money				
Better	64%	48%	72%	43%
Same	25%	40%	22%	43%
Not as good	11%	12%	6%	14%
Variety of things to do and see				
Better	48%	72%	57%	55%
Same	47%	25%	39%	40%
Not as good	4%	3%	4%	5%

ONTARIO'S BUSINESS CONVENTION* MARKET, 2001

How many convention travellers visited Ontario and where did they come from?

Of Ontario's 103.8 million visitors in 2001, 1.3 million or 1% travelled for the primary purpose of attending a business convention.

- Nearly seven-in-ten (68%) of business convention visitors were Canadian.
- Ontario residents accounted for 75% of Canadian business convention visitors, and 51% of total business convention visitors.
- U.S. residents accounted for 25% of the total business convention visitors in 2001 and overseas residents accounted for 7% of business convention visitors.
- 73% of business convention travellers stayed for one or more nights in the province.
- Business convention visitors represented 13% of the total business visitors in Ontario in 2001.

Table 15: Total Business Visits and Total Overnight Business Visits in Ontario, 2001

Origin	Business Visitors (000s)	% Share	Overnight Business Visitors (000s)	% Share	Business Convention Visitors (000s)	% Share	Overnight Business Convention Visitors (000s)	% Share
TOTAL	9,534	100%	3,835	100%	1,264	100%	914	100%
Canada	7,258	76%	2,532	66%	861	68%	572	63%
Ontario	6,256	66%	1,696	44%	646	51%	364	40%
Other Canada	1,002	11%	836	22%	215	17%	208	23%
USA	1,920	20%	1,000	26%	310	25%	266	29%
New York	268	3%	89	2%	37	3%	23	3%
Michigan	653	7%	114	3%	18	1%	15	2%
Pennsylvania	78	1%	59	2%	27	2%	17	2%
Minnesota	37	0%	22	1%	6	0%	6	1%
Ohio	101	1%	55	1%	25	2%	20	2%
Illinois	62	1%	50	1%	11	1%	11	1%
Wisconsin	42	0%	31	1%	15	1%	13	1%
Other USA	677	7%	580	15%	172	14%	161	18%
Overseas	356	4%	303	8%	93	7%	76	8%
UK	50	1%	45	1%	11	1%	9	1%
France	17	0%	14	0%	6	0%	5	1%
Germany	28	0%	23	1%	7	1%	4	0%
Japan	29	0%	27	1%	4	0%	4	0%
Other Europe	74	1%	55	1%	20	2%	15	2%
Other Asia	80	1%	71	2%	17	1%	15	2%

* "Business convention" refers to a convention, conference, trade show or seminar.

How did Ontario's international business visitors evaluate various aspects of their trip in Canada?

Overall, high ratings on services experienced while in Canada.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- U.S. overnight visitors in general rated transportation and accommodation services and variety of things to do and see as the same as in their own country. These visitors rated the hospitality of locals and the value for money as better than in the U.S.
- Overnight business visitors from the U.S. rated all aspects as better than in their own country.
- Overnight visitors from overseas countries rated all aspects as better than in their home countries, with the exception of value for money.
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Better	48%	72%	57%	55%
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*"Business convention" refers to a convention, conference, trade show or seminar.

How long did they stay in Ontario?

Overall, overnight business convention visitors from Canada and the U.S stayed in the province longer than other business visitors.

- Overnight business convention visitors from Canada and the U.S. stayed in the province longer than overnight business visitors from the same countries.
- Overseas business convention visitors (overnight) stayed in the province for a average of 5.9 nights (U.S., 4.0 nights; Canada, 3.1 nights).
- Overnight business convention visitors from the UK stayed the longest in the province (6.3 nights) of any origin.

Table 16: Average Length of Stay in Ontario, Overnight Visits, 2001

Origin	Average Length of Stay (nights)	
	Business	Business Convention
CANADA	1.0	3.1
Ontario	0.6	2.5
USA	1.5	4.0
New York	0.8	3.3
Michigan	0.4	3.0
Pennsylvania	2.1	4.4
Minnesota	1.8	3.5
Ohio	1.6	3.8
Illinois	2.4	4.7
Wisconsin	2.3	4.3
OVERSEAS	6.5	5.9
UK	5.2	6.3
France	5.9	3.9
Germany	5.0	5.8
Japan	3.8	4.1
All Other	7.4	4.7

How big were their travel parties?

Average party sizes ranged from 1.1 to 1.9 depending on the origin of the visitor.

- Canadian business convention visitors had the smallest average party size (1.1), while business convention visitors from the USA had the largest (1.6).
- Business convention visitors from Canada had the highest incidence (89%) of travelling alone in Ontario, followed by visitors from overseas countries (75%).
- Business convention visitors from the U.S. border states had the highest frequency of travelling in groups of two in 2001 (25%).

Table 17: Total Business Convention Visitors Average Party Size, 2001

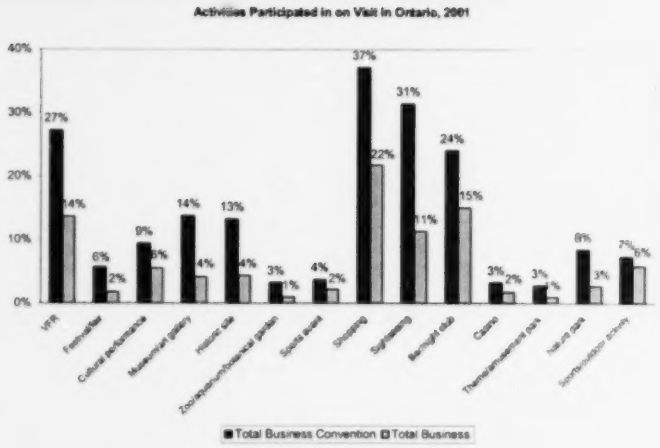
Origin	Average Party Size
CANADA	1.1
Ontario	1.1
USA	1.6
Border States	1.9
OVERSEAS	1.4

* less than 1%

- Business convention visitors from the U.S. had the highest incidence of travelling in parties of three or more people (11%).

What activities did they participate in?

Business convention visitors participated in more activities than total business visitors to the province in 2001.



- Business convention visitors participated in more activities than total business visitors. This could indicate that business convention visitors were more likely to have combined a business and pleasure trip in Ontario in 2001 than other business visitors. This could also indicate that business conventions include other activities in their programs.
- Top activities for business convention visitors in Ontario were shopping (37% participation) and sightseeing (31%).
- As with most visitors to the province, another popular activity for business convention visitors was visiting friends and relatives (VFR) (27%).
- Business convention visitors were more active than total business visitors, participating in an average of 1.9 versus 0.9 activities per person visit.
- Business convention visitors from overseas were the most active, partaking in an average of 4.1 activities per person visits, compared to 3.1 activities for Americans and 1.3 activities for Canadians.

Table 18: Business Convention Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2001

Activity	Canada	Ontario	USA	Overseas
VFR	30%	29%	20%	30%
Festival/fair	3%	1%	13%	12%
Cultural performance	5%	2%	20%	15%
Museum/art gallery	8%	4%	22%	40%
Historic site	6%	4%	26%	39%
Zoo/aquarium/botanical garden	2%	2%	5%	12%
Sports event	2%	1%	8%	6%
Shopping	22%	15%	66%	84%
Sightseeing	17%	12%	58%	76%
Bar/night club	20%	12%	35%	31%
Casino	3%	3%	4%	4%
Theme/amusement park	2%	0%	2%	13%
Nature park	3%	1%	15%	33%
Sports/outdoor activity	5%	3%	13%	13%

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	Business	Business Convention
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USA	1.5	4.0
New York	0.8	3.3
Michigan	0.4	3.0
Pennsylvania	2.1	4.4
Minnesota	1.8	3.5
Ohio	1.6	3.8
Illinois	2.4	4.7
Wisconsin	2.3	4.3
OVERSEAS	6.5	5.9
UK	5.2	6.3
France	5.9	3.9
Germany	5.0	5.8
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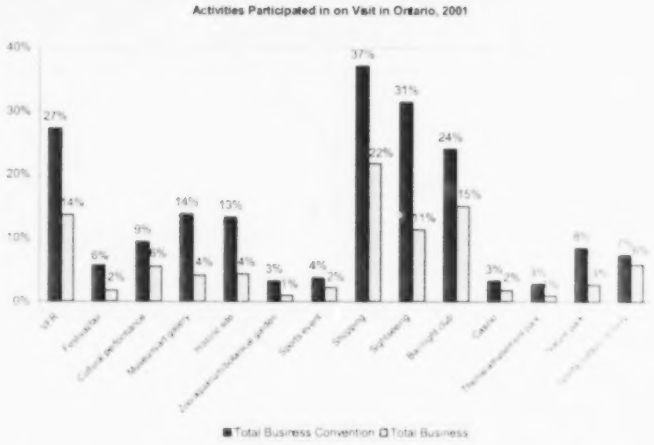

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Theme/amusement park	2%	0%	2%	13%
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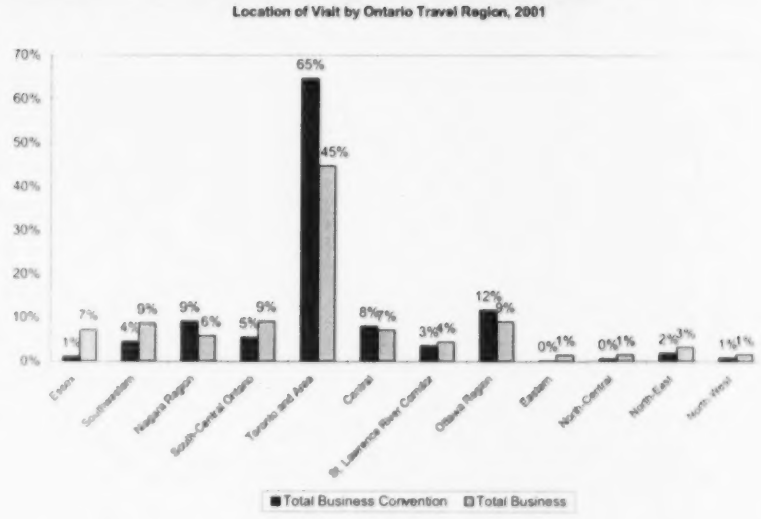
Sports/outdoor activity	5%	3%	13%	13%

Which Ontario regions* did they visit?

Two-thirds (65%) of Ontario's business convention visitors travelled to Toronto and area in 2001.

- Toronto and Area was the top destination for business convention visitors (65%), compared to 45% of total business visitors.
- Considering that Toronto is home to the largest convention centre in Canada, it is not surprising that business convention travellers tend to visit the area.



- Business visitors also travelled to Ottawa (12%), the Niagara Region (9%) and Central Ontario (8%).

TABLE 19: Business Convention Visitors in Ontario, 2001

Region Visited	Percent of Business Convention Visitors, By Origin, Visiting each Ontario Travel Region*				
	Canada	Ontario	USA	Border States	Overseas
Essex	1%	2%	1%	1%	0%
Southwestern	5%	6%	3%	4%	4%
Niagara Region	5%	4%	15%	14%	26%
South-Central Ontario	5%	6%	5%	7%	8%
Toronto and Area	58%	52%	79%	78%	78%
Central	10%	12%	3%	4%	3%
St. Lawrence River Corridor	3%	4%	3%	5%	4%
Ottawa Region	12%	11%	9%	4%	17%
Eastern	0%	0%	0%	0%	0%
North-Central	1%	1%	0%	0%	0%
North-East	3%	3%	0%	0%	1%
North-West	1%	1%	1%	1%	0%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

- Toronto and Area was the most popular region among business convention visitors regardless of origin, and especially popular with U.S. visitors with 79% visiting the region.

* Please see page 20 for a map of Ontario's Travel Regions.

How much money did they spend in Ontario?

Expenditures of business convention visitors accounted for 0.8% of total spending by visitors in Ontario in 2001.

- Business convention visitors spent $792 million in the province in 2001.
- Canadians accounted for 47% of total spending by business convention visitors, Americans for 37%, and overseas visitors for 16%.
- Total average spending per person visit was $627 and per party visit was $774.
- Ontarians had the lowest average spending per person visit ($331) and overseas visitors had the highest ($1,325).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 22 on the following page provides a comparison of spending with the cost of transportation removed.

Table 20: Business Convention Visitors
Total Spending by Origin, 2001

Origin	Total Spending (000)	Share (%)
TOTAL	$792,034	100%
CANADA	$374,241	47%
Ontario	$213,555	27%
Other Canada	$160,686	20%
USA	$294,612	37%
Border States	$94,229	12%
Michigan	$11,996	2%
New York	$18,477	2%
Ohio	$11,811	1%
Pennsylvania	$23,382	3%
Illinois	$10,937	1%
Minnesota	$4,983	1%
Wisconsin	$12,642	2%
OVERSEAS	$123,181	16%
UK	$15,578	2%
Japan	$4,637	1%
France	$5,910	1%
Germany	$6,246	1%
Other Europe	$26,841	3%
Other Asia	$24,246	3%
All other	$39,723	5%

Table 21: Business Convention Visitors
Average Expenditures in Ontario, 2001

	Average Per Person	Average Per Party
TOTAL	$627	$774
CANADA	$435	$488
Ontario	$331	$514
USA	$950	$1,559
Border States	$683	$1,273
OVERSEAS	$1,325	$1,839
UK	$1,416	$2,225
France	$985	$1,478
Germany	$892	$1,249
Japan	$1,159	$1,159

- When transportation costs are removed American convention visitors had the highest average cost per person visit in 2001 ($881).
- Business convention visitors from the UK had the highest average spending per person visit on accommodation and food and beverage. Americans had the highest average spending per person visit on recreation and entertainment and convention visitors from Japan had the highest average spending on retail.

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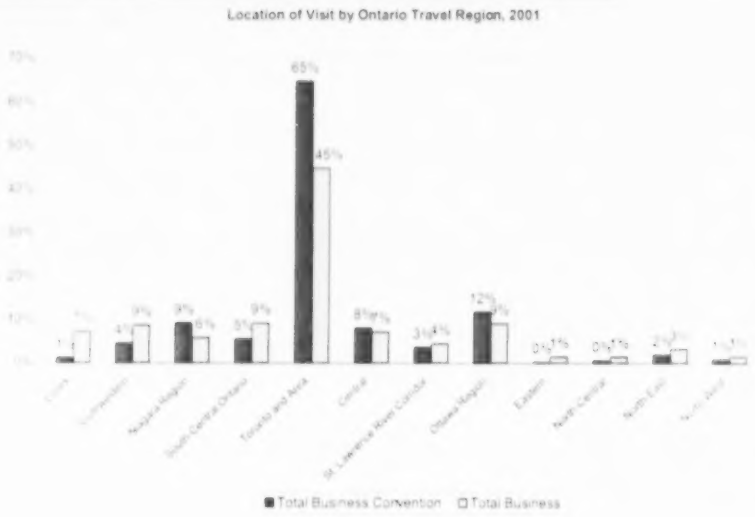

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Table 22: How Business Convention Visitors Spent their Non-Transport Budget in Ontario by Origin, 2001

Item of Expenditure	Origin of Business Convention Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by convention visitors, excluding transport related expenditures ($000s)	$278,668	$140,437	$273,135	$87,196	$72,550	$8,115	$3,286	$2,857
Spending excluding transportation as a % of total spending in Ontario by convention visitors	74%	66%	93%	93%	59%	52%	53%	62%
Average Spending								
Per Person Visit	$220	$217	$881	$632	$780	$738	$469	$714
Per Party Visit	$363	$245	$1,445	$1,178	$1,083	$1,159	$657	$714
Accommodation ($000s)	$159,125	$69,934	$124,524	$39,079	$38,414	$4,675	$1,815	$1,650
Spending on accommodation as a % of total spending in Ontario by convention visitors	43%	33%	42%	41%	31%	30%	29%	36%
Average Spending								
Per Person Visit	$126	$108	$402	$283	$413	$425	$259	$413
Per Party Visit	$207	$122	$659	$528	$573	$668	$363	$413
Food/Beverage ($000s)	$87,195	$48,295	$50,563	$18,328	$13,978	$1,744	$721	$405
Spending on food and beverage as a % of total spending in Ontario by convention visitors	23%	23%	17%	19%	11%	11%	12%	9%
Average Spending								
Per Person Visit	$69	$75	$163	$133	$150	$159	$103	$101
Per Party Visit	$114	$84	$268	$248	$209	$249	$144	$101
Recreation/Entertainment ($000s)	$7,275	$3,653	$19,849	$8,155	$4,997	$616	$83	$214
Spending on recreation/ entertainment as a% of total spending in Ontario by convention visitors	2%	2%	7%	9%	4%	4%	1%	5%
Average Spending								
Per Person Visit	$6	$6	$64	$59	$54	$56	$12	$54
Per Party Visit	$9	$6	$105	$110	$75	$88	$17	$54
Retail ($000s)	$25,074	$18,555	$28,680	$10,357	$15,161	$1,080	$668	$588
Spending on retail as a % of total spending in Ontario by convention visitors	7%	9%	10%	11%	12%	7%	11%	13%
Average Spending								
Per Person Visit	$20	$29	$93	$75	$163	$98	$95	$147
Per Party Visit	$33	$32	$152	$140	$ 226	$154	$134	$147

How did Ontario's international business convention visitors evaluate various aspects of their trip in Canada?

Overall, most aspects of trips in Canada rated as better than in home countries.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- Overall, business visitors and business convention visitors rated transportation, accommodation services and variety of things to do and see as the same as in their own countries.
- These visitors also rated the hospitality of locals as better than in their home countries.
- Overnight business convention visitors from overseas countries rated all aspects as better than in their home countries, with the exception of value for money.

Table 23: Rating of Various Aspects of Trip in Canada 2001

Origin of Visitors	All Overnight Business Visitors		Overnight Business Convention Visitors	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	60%	67%	65%	70%
Same	36%	27%	32%	25%
Not as good	4%	6%	3%	5%
Accommodation				
Better	60%	66%	60%	64%
Same	38%	32%	38%	35%
Not as good	2%	2%	2%	1%
Hospitality of local people				
Better	71%	73%	69%	73%
Same	27%	25%	28%	25%
Not as good	2%	2%	3%	2%
Value of money				
Better	72%	43%	69%	42%
Same	22%	43%	21%	41%
Not as good	6%	14%	11%	17%
Variety of things to do and see				
Better	57%	55%	61%	63%
Same	39%	40%	38%	30%
Not as good	4%	5%	2%	7%

Table 22: How Business Convention Visitors Spent their Non-Transport Budget in Ontario by Origin, 2001

Item of Expenditure	Origin of Business Convention Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by convention visitors excluding transport related expenditures ($000s)	$278,668	$140,437	$273,136	$87,196	$72,550	$8,115	$3,286	$2,857
Spending excluding transportation as a % of total spending in Ontario by convention visitors	74%	66%	93%	93%	59%	52%	53%	62%
Average Spending								
Per Person Visit	$220	$217	$881	$632	$780	$738	$469	$714
Per Party Visit	$363	$245	$1,445	$1,178	$1,083	$1,159	$667	$714
Accommodation ($000s)	$159,125	$69,934	$124,524	$39,079	$38,414	$4,675	$1,815	$1,650
Spending on accommodation as a % of total spending in Ontario by convention visitors	43%	33%	42%	41%	31%	30%	29%	36%
Average Spending								
Per Person Visit	$126	$108	$402	$283	$413	$425	$259	$412
Per Party Visit	$207	$122	$659	$528	$573	$668	$363	$412
Food/Beverage ($000s)	$87,195	$48,295	$50,563	$18,328	$13,978	$1,744	$721	$406
Spending on food and beverage as a % of total spending in Ontario by convention visitors	23%	23%	17%	19%	11%	11%	12%	9%
Average Spending								
Per Person Visit	$69	$75	$163	$133	$150	$159	$103	$101
Per Party Visit	$114	$84	$268	$248	$209	$249	$144	$101
Recreation/Entertainment ($000s)	$7,275	$3,653	$19,849	$8,155	$4,997	$616	$83	$214
Spending on recreation/ entertainment as a% of total spending in Ontario by convention visitors	2%	2%	7%	9%	4%	4%	1%	5%
Average Spending								
Per Person Visit	$6	$6	$64	$59	$54	$56	$12	$54
Per Party Visit	$9	$6	$105	$110	$75	$88	$17	$53
Retail ($000s)	$25,074	$18,555	$29,660	$10,357	$15,161	$1,080	$668	$599
Spending on retail as a % of total spending in Ontario by convention visitors	7%	9%	10%	11%	12%	7%	11%	13%
Average Spending								
Per Person Visit	$20	$29	$93	$75	$163	$98	$95	$147
Per Party Visit	$33	$32	$152	$140	$226	$154	$134	$147

How did Ontario's international business convention visitors evaluate various aspects of their trip in Canada?

Overall, most aspects of trips in Canada rated as better than in home countries.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- Overall, business visitors and business convention visitors rated transportation, accommodation services and variety of things to do and see as the same as in their own countries.
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Same	36%	27%	32%	25%
Not as good	4%	6%	3%	5%
Accommodation				
Better	60%	66%	60%	64%
Same	38%	32%	38%	35%
Not as good	2%	2%	2%	1%
Hospitality of local people				
Better	71%	73%	69%	73%
Same	27%	25%	28%	25%
Not as good	2%	2%	3%	2%
Value of money				
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Same	22%	43%	21%	41%
Not as good	6%	14%	11%	17%
Variety of things to do and see				
Better	57%	55%	61%	63%
Same	39%	40%	38%	30%
Not as good	4%	5%	2%	7%

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

Other accommodation is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention*.

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. A one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions